

BLENDED INTENSIVE PROGRAMME

2024
2 - 6 December

THINKING MARKETING AND STRATEGY OUTSIDE THE BOX

Polytechnic University of Leiria
Leiria - Portugal



Programme

DECEMBER 2ND MONDAY

11:00 - 12:30 a.m.

Kick Off

Official Welcome (Library)

12:30 - 02:00 p.m.

Lunch Break

02:00 - 05:00 p.m.

Opening Session /

Company Presentation /

*Case Presentation / 1st team
work presentation*

Fernando Silva, Joaquim Paulo,
Pedro Espírito Santo

05:30 - 6:30 p.m.

Social Programme

International Aperó

DECEMBER 3RD TUESDAY

09:00 - 1:00 a.m.

*Team Work with Lego
Serious Play Method*

William Cantú and
Susana Rodrigues

1:00 - 02:00 p.m.

Lunch Break

02:00 - 05:30 p.m.

*Team Work - Coaching
Project Development*

07:30 - 10:00 p.m.

Social Programme

Visit to Leiria Christmas
City

Programme

DECEMBER 4RD WEDNESDAY

08:30 - 12:30 a.m.
Team Work - Coaching
Project Development

Cultural Programme Activity
Startup Visit

12:30 - 02:00 p.m.
Lunch Break

02:00 - 6:00 p.m.
Cultural Programme
Activity

VOID Visit:
Bhout box bag

Sport Programme
Sport Activity:
Tripela (from ESECS)
in Juvelis

02:00 - 05:30 p.m.
Team Work - Coaching
Preparation of Presentation

08:00 - 11:00 p.m.
Social Programme
Farewell Dinner in a restaurant
with traditional Portuguese
food

DECEMBER 6TH FRIDAY

09:00 - 12:00 a.m
Team Work
Project Presentation

12:00 - 12:30 a.m.
Closing Session

DECEMBER 5TH THURSDAY

09:00 - 12:00 a.m.
Team Work - Coaching
Content Production in
the city

12:00 - 02:00 p.m.
Lunch Break

